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WEEKLY BULLETIN



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Volume 21

DETROIT, MICHIGAN, JANUARY 7, 1947

No. 1

CONSTRUCTION OUTLOOK GOOD FOR 1947

Much better value for the home builder's dollar is in prospect for the spring and summer of 1947, according to L. M. Cassidy, Vice President for Sales, Johns-Manville Corporation.

"The real trend in construction costs actually started down around July, 1946, according to industry economists," Mr. Cassidy said. "A lower building costs level is now in prospect for the spring of 1947, and this should enable prospective builders and home buyers to proceed now on delayed plans because the downward adjustment in building costs will already have taken place by spring."

Mr. Cassidy said that 1947 might well register as one of the biggest peacetime construction years on record, with twice as many homes completed as in 1946. Indications are, he said, that a possible cause for delays in 1947 might come from a shortage of skilled workers rather than a lack of building materials. Better values will come from quicker construction, elimination of any black market prices, a better organized distribution of materials and increased efficiency of workers, despite wage increases and higher costs of some materials.

The excessive costs of building during 1946, he said, were forced on the public by disorganization due to unrealistic governmental controls of industry, many of which have now been lifted. As many of the reasons for excessive costs have disappeared, the trend of real building costs is downward and is or will be in the spring, at a much lower level from which point it is possible that it may start to rise.

Mr. Cassidy pointed out that the prospect of lower building costs in 1947 might vanish and, in fact, costs might rise sharply, if a wave of strikes or sharply increased wage levels disorganize our national industrial pattern.

"The light construction industry boomed in 1946, although in the most lop-sided fashion in its history. In May 1946, a larger dollar volume of contracts for total construction was awarded than in any month on record except in 1942 when the building of war plants and military pro-

jects raised construction to an all time high. But this dollar volume represented a low physical volume of building because of the excessive costs.

"The apparent construction 'boom' in 1946, was in reality a 'dollar' boom at inflated costs, and it is therefore not surprising that the National Housing Agency was only able to report 110,000 permanent new dwelling units both started and finished in the first eight months of the year," Mr. Cassidy said.

"The construction industry has been only partially freed from its fetters. Price control has been taken off building materials which helps greatly, but it was only on December 14, that the President announced the apparent end of the \$10,000 dwelling ceiling. "Furthermore, nothing has as yet been accomplished in the adjustment of rent control. Capital will not flow into rental housing in an ample volume as long as building costs and maintenance expenses are far above pre-war, whereas the income from rents has been allowed to rise only a small fraction above prewar levels. Rent control on new dwellings should be revised upward.

"As to rent control on existing dwellings until there is some substantial upward adjustment of rents, a very large volume of modernization and creation of new dwelling space through sub-division of old houses, will be deferred.

"During 1946 the building industry worked against terrific handicaps," Mr. Cassidy said. "The war-depleted pipelines of building materials had to be filled; labor, widely dispersed in the armed services and war industries had to return to

forest, factory, and building-site jobs; contractors and dealers, out of business during the war, had to reestablish their operations, and realtors had to have time to buy and assemble land plots.

"On top of these conditions, the Government intervened, home-building became a political football, the realities of building industry conditions after a prolonged war were swept aside by government officials who had no practical construction experience, and the government set an entirely unrealistic goal of 1,200,000 homes for 1946, the first post-war year.

"The result of these conditions," Mr. Cassidy said, "was that on nearly every construction job, the contractor ran short of some necessary material preventing him from finishing the job; his expensive labor stood idle, sharply reducing output per man hour and correspondingly contributing to increasing construction costs; labor hoarding developed; black markets appeared in scarce building materials; building costs generally rose excessively; the elapsed time between starting and finishing a house which is normally about 3 to 4 months widened to 7 to 10 months.

During this unsettled period Johns-Manville, large producer of building materials, insulations and allied industrial products, stepped up production of asbestos shingles, asbestos-cement flexboard, rock wool home insulation and other badly needed building materials until double the rate of pre-war production in 1940 was achieved. Mr. Cassidy said. Johns-Manville production of insulating board,

(See CASSIDY, Page 4)

Journal of The A. I. A.

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Fur Store Or Museum?

In his column, "Fired at Random", in the Grand Rapids Press, Roger Allen reports on his recent attendance at a two-day conference on Museums in Chicago, along with Frank DuMond, Director of the Grand Rapids Public Museum and Paul Flanagan, AIA, one of Allen's associates. Says Allen, the Grand Rapids Museum came in for a lot of discussion because of the argument over whether a museum should be placed right on the street line, with show windows to attract passers-by, or set back in a landscaped park. Three out of four officials and architects voted for show windows, as the Grand Rapids Museum has. This pleased DuMond, because it was his idea. It also pleased Allen, because he was the architect.

However, Allen felt constrained to reveal that Robert D. Starrett, Museum Curator of the Indiana Department of Conservation reported that last summer his secretary visited Grand Rapids, but said that she did not see the Grand Rapids Museum. Upon being shown a picture of the building, she exclaimed, "Oh, is that a museum? I saw it but there were some animals in the window and I thought it was a fur store."

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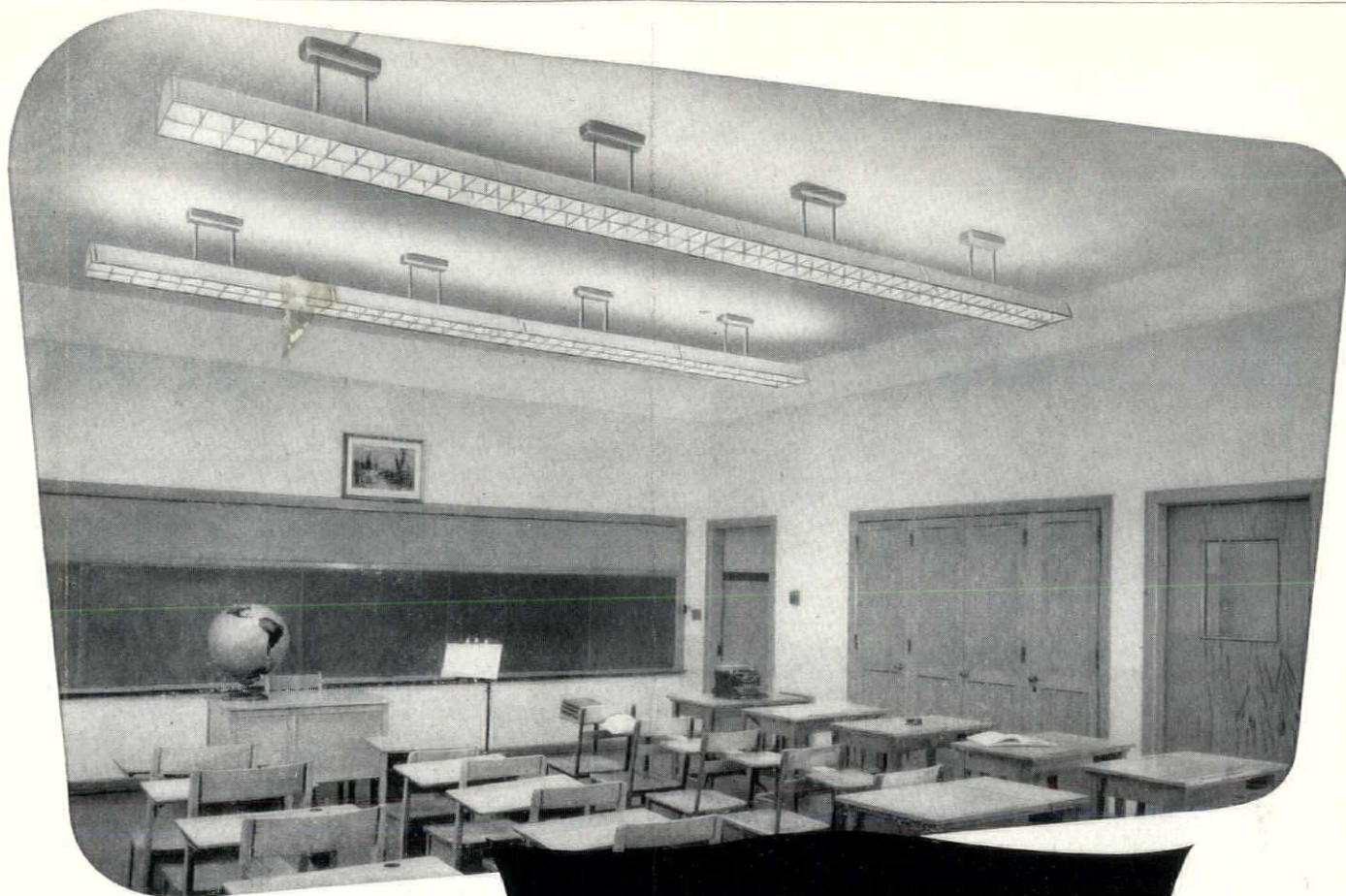
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CASSIDY—(from Page 1)

transite asbestos-cement pipe and conduit, in heavy demand by the construction industry, was increased by 50 percent in 1946 over the pre-war 1940 rate of production.

Among the principal reasons for the increased production of these materials of Johns-Manville plants, he said, was the growing stability of the company's labor relations, an attendant increase in worker productivity and an improvement in available manpower.

Johns-Manville also engaged in a \$50 million expansion and improvement program which will increase factory floor space by 42 percent and provide 25 percent greater employment than in the company's peacetime year of greatest employment.

"Present uncertainty as to the future of industrial expansion will be eliminated and apparent backlogs will become real orders as soon as the flow of goods gets more nearly in balance and the forces of competition come into play," Mr. Cassidy said.

"During the war many firms which were not in important industry positions built themselves up through government emergency contracts to the point where they are in post-war competition with old-line companies in many fields," Mr. Cassidy said.

"Those industries which can spend money and expand now have an excellent opportunity to improve their business position. Every company, both old and new, will be engaged in a vigorous competition for markets, and particularly must the older companies build and expand not only to meet the competition from the war-strengthened newer companies but to maintain the progress which they demonstrated before the war in producing more and better goods for the public for less money."

Mr. Cassidy pointed out that in this 1947 competition for markets, industrial research programs will play a most important role. During 1946 many companies including Johns-Manville announced plans for expanded research facilities to help meet the consumer's demands for less expensive, more efficient goods.

"We are now entering one of the most dynamic phases our industrial economy has ever seen," said Mr. Cassidy. "we can anticipate a rapid obsolescence of machinery and methods, as this country's industries install new machinery and adopt new methods of manufacture to capture their markets."

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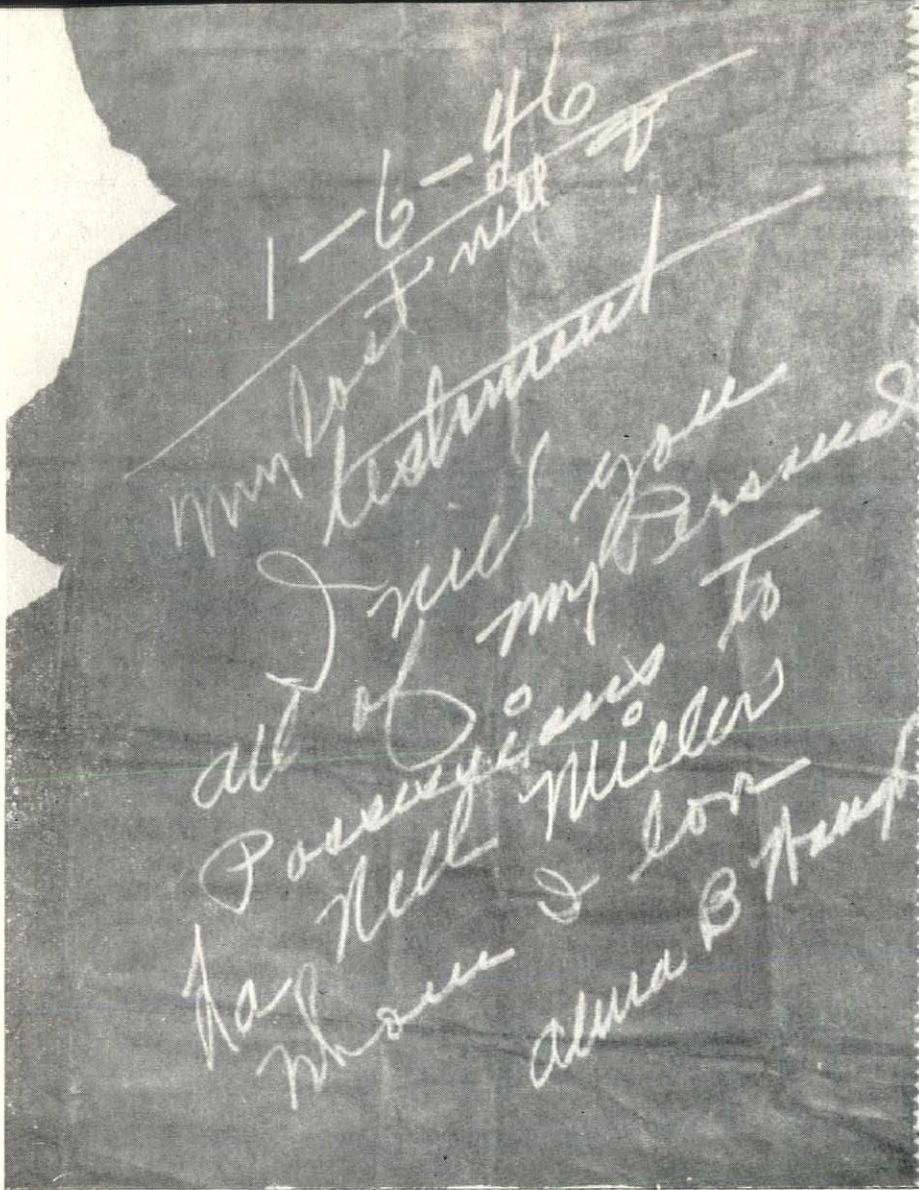


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Above is reproduction of will of Mrs. Anna Waugh, of Battle Creek, written on a paper bag and witnessed by Frank H. Wright.

Architect Witness to Paper Bag Will

Frank H. Wright, AIA, of Detroit, was witness to a "paper bag" will, which created nation-wide interest recently. The will was written on a paper bag by Mrs. Anna Waugh, of Battle Creek, on last January 6, only two weeks before her death. It bequeathed "all of my personal possessions" to Mrs. LaNell Miller, of Detroit, an acquaintance of but a few weeks. It was recently upheld in court at Battle Creek. Mrs. Waugh, who died last January 20, left an estate of about \$18,000.

Although nine other wills were introduced, this one was upheld as the last one she made. It contained the signatures of two witnesses, whereas some of the others were not witnessed at all.

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Ellington Sees Business Opportunities in Caribbean

Harold S. Ellington, of Harley, Ellington and Day, Inc., Architects and Engineers, of Detroit, just returned from a trip to the Caribbean countries, reports that wonderful business opportunities are open to Americans in the Dominican Republic, Puerto Rico and neighboring countries.

"The best managed businesses in Puerto Rico are held by Americans," he said. "The largest activities are in the raising of coconuts and sugar cane and in the distillation of rum. There also are many cement, glass, paper and wood working plants and steel fabricating shops.

"A tremendous opportunity is offered in road construction, as there are no paved roads.

"The few narrow roads, with light bridges, are inadequate for automobiles. A good road program for Puerto Rico would in time increase the demand for American automobiles and tractors."

Moreover there are in Puerto Rico unlimited possibilities in housing, sewage construction, the building of hotels to accommodate the ever growing tourist trade and in many other fields of enterprise, says Ellington.

The Dominican Republic because of its larger area (about the size of West Virginia) and population offers even greater opportunities. Although economically less dependent on the United States, it shows a more progressive spirit.

While the Dominican Republic is not a dictatorship in the European sense, President Rafael Leonidas Trujillo holds almost unlimited power. His government owns the meat packing industry, hotels, communications and utilities.

There is no income tax. The state's principal source of revenue comes from import duties. The high tariff naturally limits the import of American goods. The import of machinery however is duty-free.

Despite this control, the Trujillo government is conscious of its undeveloped resources in agriculture, mining, fruit growing and trade, and would welcome American capital. The government is now carrying on a vast program of slum clearing and public health.

"American energy and ingenuity are eagerly sought and encouraged by the government," Ellington remarked. "Because of low wages, the country would hardly be a suitable market for American labor, but it is a place worthy of the efforts of American investment capital."

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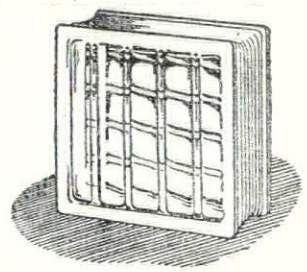
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DETROIT, MICHIGAN, JANUARY 14, 1947

No. 2

33rd CONVENTION TO BE FULL-SCALE

At Morton Hotel, Grand Rapids, March 7 and 8, 1947

The Michigan Society of Architects' Thirty-Third Annual Convention is scheduled to be held at the Morton Hotel in Grand Rapids on March 7 and 8, 1947. This will be the first full-scale Convention of the Society since before the recent war.

Because of restrictions in wartime, only one-day annual meetings were held in Detroit. It has been some years since the Convention was held outside of Detroit, and it is appropriate that this one be held in the Furniture Capital of the World. Roger Allen, Society president, will retire after serving two terms, and an outstanding job he has done.

Allen's home city of Grand Rapids has always outdone itself in putting on a wonderful convention, and certainly this one will be no exception. There is much of interest for architects in Grand Rapids, being as it is a center of design for interiors, decoration, furniture, retail stores and seating, as well as in many other respects. There will be an important exhibition of architectural work at the convention, and in connection with the Grand Rapids Home Show which will be current at the Civic Auditorium all that week. A speaker of national standing will be engaged and other details will be in keeping with the old-time schedule of the Society's Annual Conventions.

We are calling upon all committee chairmen to submit their annual reports by February 1, in order that they may be included in the special number of the

Weekly Bulletin. This is always a difficult matter, as architects are generally busy people and cannot always find time to take care of these extra-curricular duties, to meet a deadline. Your cooperation will be appreciated. Herewith is a list of Committees:

Michigan Society of Architects Committees

Appointed 1946-1947

ROGER ALLEN, President

In each case the first committee member named is CHAIRMAN.

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See COMMITTEES—Page 6

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Dinner Meeting, Detroit Chapter, A. I. A. Rackham Memorial Building, 100 Farnsworth Avenue, Detroit Thursday, January 23, 1947

Board Meeting 4:00 p. m., — Dinner 6:30 — Program 8:00

Speaker: Mr. James R. Edmunds, Jr., FAIA, President, The American Institute of Architects

Subject: "The Architects' Position Under Present Conditions."

Also in attendance will be Mr. Alexander C. Robinson, III, FAIA, Secretary of The A.I.A., and our own Branson V. Gamber, FAIA, State Association Director of The Institute.

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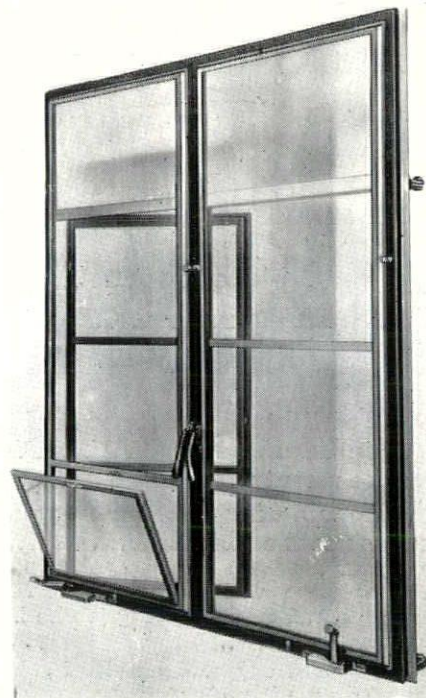
When in place, these storm windows allow full operation of the casement ventilators. If desired, a controlled ventilator may be included in the storm panel, as shown on the left-hand panel in the accompanying photo.

These storm windows are easily installed from the inside by use of efficient storm sash fasteners, in a manner similar to the attachment of Ceco Metal-Frame Screens. The panels are light and easily stored for the summer in the same minimum space used for winter storage of metal frame screens.

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Airport Conference

The type of terminals to be constructed for the rapidly expanding air transport industry will be discussed at a dinner meeting of the Chicago chapter, American Institute of Architects, to be held at the Builders' Club, 1228 N. La Salle St., Chicago at 6:30 p.m. on February 4, 1947.

The program will take the form of a panel discussion, conducted by A. F. Heino, United Air Lines architect and member of the program committee of the Chicago chapter. Members of the panel will be Howard L. Cheney, Chicago architect and designer of the Washington National airport terminal building; G. Meredith Musick of Denver, architect for the new Denver terminal building; and Henry R. Shepley, member of the Boston firm of Coolidge, Shepley, Bulfinch and Abbott, architects for the new Boston airport terminal.

Heino, chairman of the Airline Architects' Committee at Denver and vice-chairman of the Boston committee, said the principal addresses would be followed by a question period and a viewing of drawings of the projects currently being planned by the panel members. A paper will also be read from Graham R. Dawbarn, R.I.B.A., British architect.

In commenting on the meeting, Heino said:

"The subject of airline terminals is of vital importance today, as millions of dollars will be spent in the next few years providing facilities to accommodate the increasing numbers of air travelers."

Boilers on Roof

Two huge boilers of 25,000 square feet each manufactured by the Pacific Boiler Division, United States Radiator Corporation will be installed on the roof of the 18-story Kirby Building in Dallas, Texas, about mid-January in a unique departure from ordinary heating techniques.

Steam in this instance will be fed down instead of up, the customary procedure. A large fan will be installed on the roof to create an induced draft, thus eliminating the usual chimney.

Long dependent upon an adjacent building for waste steam, and housing A. Harris & Company, outstanding department store and fashion center, the Kirby Building had no space for the customary installation of boilers in its basement because of rental value. A second basement having been proved impractical, the consulting engineers, Zumwalt and Vinther, of Dallas turned their attention toward the roof, and found no insurmountable obstacle to installation of the boilers there.

The greatest obstacle presenting itself was the problem of hoisting. However, since the Pacific steel heating boiler can be disassembled, this problem was easily solved. The engineers will install on the building roof a beam extending 12 feet out over the street, and will hoist sections of the boiler on a trolley attached to the beam.

These Pacific steel heating boilers will then be reassembled on the roof without

the services of a welder and no second inspection will be necessary.

According to engineers' report to United States Radiator Corporation, this is the highest such installation of boilers ever made.

No building codes or regulations are violated in this unique installation.

Since natural gas is the first choice for fuel, and oil the second, in the Southwest, the fuel problem and its handling was easily solved. No extensive repiping will be necessary except to connect the boilers to the existing systems.

Builders' & Traders' To Celebrate 55th Annual

The Builders' and Traders' Exchange of Detroit will celebrate its fifty-fifth consecutive annual meeting on January 21, it is announced by E. J. Brunner, secretary-manager. The event will begin with a cocktail hour at 6:00 p. m. in the Crystal Ballroom of the Book-Cadillac Hotel, and will be continued with a dinner in the Grand Ballroom and Italian Garden at 7:00 p. m.

The program, starting at 9:00 p. m., will be presided over by G. K. Chapman, Exchange President. Besides entertainment by orchestra music and a floor show, the evening will be further enlivened by drawing for door prizes.

The function will be informal. Ladies are invited. Reservations, at \$7.50 per cover, may be made through the Exchange, telephone RAndolph 5-500.



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Eliel Saarinen Will Be Awarded Institute Medal

The Gold Medal of The American Institute of Architects will be awarded to Eliel Saarinen, FAIA, well-known architect of Bloomfield Hills, Michigan, James R. Edmunds, Jr., FAIA, President of The Institute has announced. The Medal is awarded in recognition of outstanding service to the profession of architecture, and is the highest honor The Institute bestows. Mr. Saarinen has been designated to receive this honor by unanimous vote of The Institute's Board of Directors in recognition of his outstanding achievements in the practice of architecture, and inspiring leadership in the field of architectural education, Mr. Edmunds said. He is known throughout his profession as an architect of great talent, as a creative artist, and as a leading town planner. The medal will be presented at The Institute's annual convention to be held later this year.

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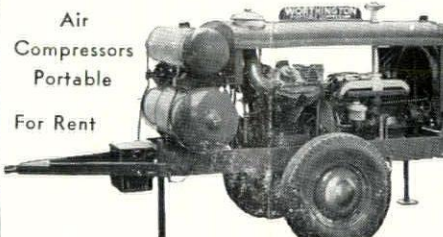
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OUT OF THE DARKNESS

Excerpts from an address by Louis La Beaume, FAIA, before the Iowa Chapter, AIA Summer Meeting at Davenport.

The Muse has brought forth many wayward sons. Most of us may as well confess (for we would be found out anyway) that we have erred and strayed from her ways like lost sheep. But, like all good mothers, she has been forebearing, at times even indulgent. Many of our own shortcomings have been compensated for by the behavior of our more loyal and brilliant brothers. So perhaps she does not despair utterly, as she reflects that the majority of her progeny would like to be good boys even though they may not be very bright.

Having sounded this note of humility, we may proceed to discuss calmly in the bosom of the family, some of our sins of omission and Commission.

We may achieve Commodity and Firmness. But what of that other element in Sir Thomas Wooten's definition of Architecture? How may we achieve the element of Delight?

Or do we really care to do so? Business, we say, comes before pleasure.

Apparently there are many among us, and they argue quite plausibly, to whom this element of Delight is a positive offense. The Apostles of Efficiency, like the Puritans of old, would seem to consider Comeliness a mortal Sin, and as for Beauty—well Beauty is a Harlot. We must not be beguiled. Too often in the past the pursuit of Beauty has led us astray. Safer not to heed her Siren call.

We think of the temples or the Greeks, the Aqueducts of the Romans, the Cathedrals of France, and realize that we were not wrong in admiring these, for were they not all supreme examples of the Functional. Then the pontiff proceeds to point out the error in our thinking. He glibly strips the temples bare of the figures in the pediment of their mutules and trygliphs, their cheneaux, the tessalated pattern of their pavements showing how vain these ornaments really are, how useless from the point of view of stark efficiency. Again he pauses and favors us with his dentillic smile which draws forth another salvo of applause, scarcely less violent, for there is nothing an audience, especially an American audience so loves to hear as an insult to its intelligence. Encouraged thus he goes on to rip off the pinnacles, tear down the Spires, chop away the carving and smash the painted glass of any one of our loved cathedrals. He lowers the roof and flattens it, and proudly points to his destructive handiwork with the bland assurance that he has done the fabric no harm, that it is just as useful as it ever was.

To confine space too rigidly does something to it which it does not like. That is why so many current planners seek to avoid corridors and interior partitions and prefer to define spaces by means of chalk marks or lettering such as Living Area, Work Area, Play Area, Administration,

Service, etc. Where privacy, or semi-privacy is demanded screens are suggested, or partial partitions, or rolling curtains. It will readily be seen that by this method greater flexibility of Plan may be secured. Any part of the building may slop over into any other part without embarrassment to the designer, however annoying to the occupant. In most cases, the occupant is not supposed to know any better.

Only twenty-five years ago Raymond Hood made the Chicago Tribune Building look like the Butter Tower of Rouen with pinnacles, gargoyles and flying buttresses hanging to the steel frame like baubles on a Christmas Tree. Saarinen's design which was not used, but which had been imitated many times since, pointed the way to a simpler treatment, more logical and straightforward inasmuch as it accented structural lines, but, even so, its plain sheathing or stone or marble had to be hung on just as Hood's more elaborate carved stuff. These were among the later essays in the field of the tall building or skyscraper. We won't dwell on the earlier experiments, some of which were plausible outwardly, but all of which were false to the highest truth of organic structure. Hood made a sort of deathbed repentance and his later work at Rockefeller Center helped to win the toleration of the modernists.

Certainly the illustrations of few ultra-modern designs suggest masonry. The walls might be anything from plywood to plasterboard, or any kind of sheeted fabric. They give the observer scarcely less clue to what is behind them than the old masonry skins. We only know that they are probably very light. The absence of reveals or shadows tells us that they are thin. This thinness prevents moulding or carving, and thus far the only relief from monotony is attained by alternating Areas of glass with areas of apparently solid wall; recalling the pattern of the old Dolly Varden layer cake, dark chocolate, white vanilla, pink strawberry, with which our grandmothers used to delight us when we were children.

Admitting that we of the past generation abused and misused our rich vocabulary, that we were, often verbose and incoherent; that vagrant styles were allowed to roam from the Doric Porch to the Gothic Dome; that Elizabethan Minarets punctuated our parapets, it must be granted that the contemporary idiom is somewhat thin and dry and, therefore, without the means of eloquence, emotional expression, or definition of character. Its limited phrases may be adequate to convey the idea that here is a structure contrived to serve a utilitarian purpose, but when these same few phrases are employed over and over again in buildings of different purposes, it is difficult to know whether we are seeing a factory, a schoolhouse, a court house, a hospital, a church, or a mortician's dream. They all look back at us with the same bland and imperturbable stare of rectilinear composure. The

little ones seem just like the pups of the big ones. There is a strong family resemblance between the filling station and the village library. Except for the gasoline pumps in this instance, or for the blinking electric signs, we should be utterly confounded. But who wants to go to the Library anyway? Haven't we been advised to tear up the dictionary and burn the books? You ask a passerby which of those two buildings is the City Hall and the books?

The invention of new language is a tedious and difficult enterprise. Noting how slowly our own Speech forms have evolved, realizing that their roots lie far back in the past and how much they owe to the borrowing and grafting of alien sounds and meanings, we ought to be very patient. We must lisp and stutter for a long time, and add to this new language a word or two when we can. Eventually it may become fluent, flexible and copious, full of nuances, delicacies and shading.

At the moment, however, it seems inadequate to express many of the emotions which cause the heart to beat faster. It lacks warmth, graciousness, exuberance, gusto. It must expand its lexicon to include some terms at least suggestive of passion, grandeur, reverence, enthusiasm, blood or sweat or tears. We can confine our G. I.'s in functional barracks under military regulations, but when they get out of bounds they will make a beeline for the flesh pots. They will want to experience some of the color and adventure of life.

We should not attempt to confine the Muse of Architecture either within the framework of old patterns, or the framework of new prejudices. The freer she is allowed to be the more helpful we will find her. And, finally, let us all, young and old, remember four cardinal factors which, combined with each other, may be depended upon to lead us toward a finer architectural expression. These are Education, Experience, Reflection, Imagination.

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Volume 21

DETROIT, MICHIGAN, JANUARY 21, 1947

No. 3

PREFAB HOUSES OF PORCELAIN ENAMEL

The history of the development of the Lustron home is exceedingly interesting. Business economics dictates that increased sales can only come about through increased product use. Therefore, it is only logical that manufacturers are interested in the development of their products in such ways as will broaden their markets, thereby providing the desired increased sales. This is the progressive long range thinking that has helped make American industry what it is today.

It is this type of thinking which has made possible the great strides and expansion in the use of architectural porcelain enamel. Years of research have finally and successfully taken the enduring porcelain enamel finish common to washing machines, ranges, and refrigerators, and applied it to plumbing fixtures, clothes chutes for hotels, hospitals and other institutions, bathroom interiors, and toilet stalls.

Several years ago, the company proceeded on an extensive engineering and development program with the view to erecting a completely factory pre-built steel building utilizing porcelain enamel steel as the interior and exterior walls. At that time the entire thinking was in terms of commercial and industrial buildings and no homes were planned. It was especially desired that eye appeal play an important part in the engineering and development of such buildings. Further than this, it was desired that the Lustron buildings be so engineered as to assure ease and speed of erection, and their manufacture be adaptable to modern mass production methods. Because of their attractiveness in design, beauty in color, durability in finish and low cost it was anticipated that such structures would find immediate and wide acceptance. This belief was particularly based on the experience the company had previously obtained while engaged in the fabrication of porcelain-on-steel panels applied as the exterior dress finish to hundreds of gasoline stations, stores, theatres, etc. On those already existing structures the panels were applied over brick, wood or concrete blocks as a veneer. It was intended that

Institute Convention To Be In Grand Rapids, April, '47

The next Convention of The American Institute of Architects will be held at the Hotel Pantlind, Grand Rapids, April 29-30 and May 1, 1947, it is announced by The Institute's Executive Committee. The Bermuda Cruise did not materialize, as the ships under consideration will not be ready in time.

the new all-steel Lustron buildings be so engineered as to make the porcelain enameled steel panels the actual walls of the structure.

The company has employed reputable architects to design the homes. One such firm is that of Roy B. Blass, AIA, and M. H. Beckman, AIA, of Wilmette, Ill.

The first Lustron homes, which will be available in a choice of colors, will be built over a master foundation approximately 32 ft. by 36 ft., will have 8 ft. ceilings and will be constructed in a manner which will allow considerable variation in room arrangement. Several plans for Lustron homes have been developed. One, for example, calls for a generous size living room with a connecting dinette arrangement; a kitchen; a utility room having a laundry tub, heating plant and hot water automatic storage tank; a bathroom; generous sized bedrooms in the two bedroom type home and somewhat smaller sleeping rooms in the three bedroom home. The kitchen, of course, will be finished with ample steel cabinet space together with a generous amount of working room. The

complete plumbing fixtures such as sink, laundry tubs, full apron bathtub, lavatory and wash stand will be a part of the house as will be a full porcelain enameled mirrored medicine cabinet.

The framework is made up of specially designed steel members and fabricated into sections 8 ft. by 8 ft. The structural roof members are of the truss type and span the width of the building. The roof itself is fully porcelain enameled, thereby giving it an indefinite life from a standpoint of both color and durability. The roof structure has been tested and found to meet a standard load greater than three times the minimum required.

After the exterior framework and roof are erected, completely porcelain enameled steel panels will form the exterior walls of the building. These panels which are ready for installation the minute they are delivered to the site, are designed so that the two interlocking edges are covered with a specially developed resilient plastic gasket. This assures a water-tight, weather-tight, long lasting joining material between the various members of the exterior walls. Insulating material, which is part of the exterior wall panels, is termite-proof and completely fire-proof.

When the exterior of the building has been completed, ceiling panels are installed. No bearing partitions are required in the Lustron home. The ceiling panels are finished with a non-gloss porcelain enamel in a pleasing neutral eggshell white which blends with any color combination.

Radiant heating, the newest type of

(See PREFAB—Page 3)

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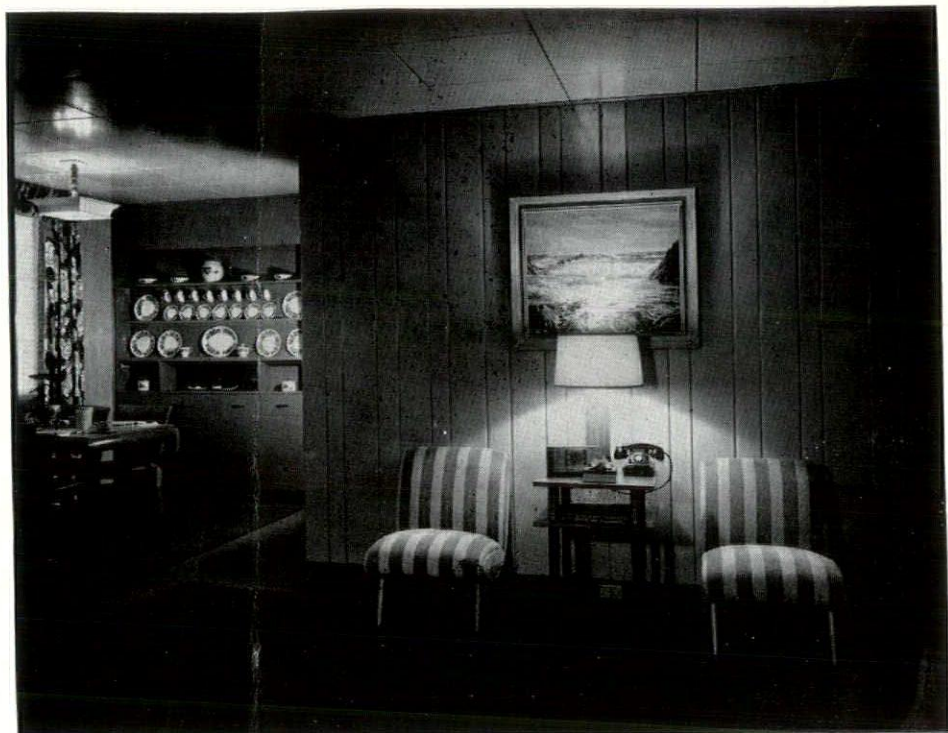
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Producers Will Join With MSA In Annual Convention

A good attendance of members of the Producers' Council of Michigan at the 33rd Annual Convention of the Michigan Society of Architects at the Morton Hotel in Grand Rapids, March 7-8, 1947, is forecast by Joseph F. Busse, Council President.

Tentative plans call for leaving Detroit Thursday evening via Pere Marquette streamliner, returning via the same route Saturday evening. The Convention Committee is meeting in Grand Rapids this week and sub-committees will be appointed. The Transportation Committee, for the Detroit delegation will undoubtedly arrange for special cars both going and returning.

According to present plans, the Banquet will be held on Friday evening, March 7, and will be preceded by a cocktail hour. It is believed that to hold the Banquet on Saturday evening would be unsatisfactory to many who prefer to arrive home Saturday evening at a reasonable hour.

Other features of the Convention, its first two-day event for many years, will be an architectural exhibition at Grand Rapids Civic Auditorium, in connection with the Grand Rapids Home Show, a tour of points of interest, the usual business sessions and election.

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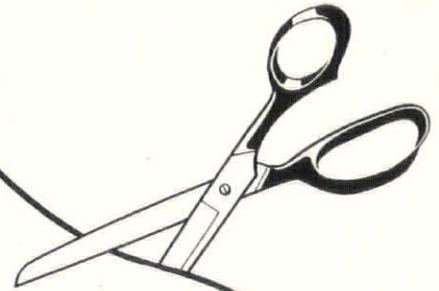
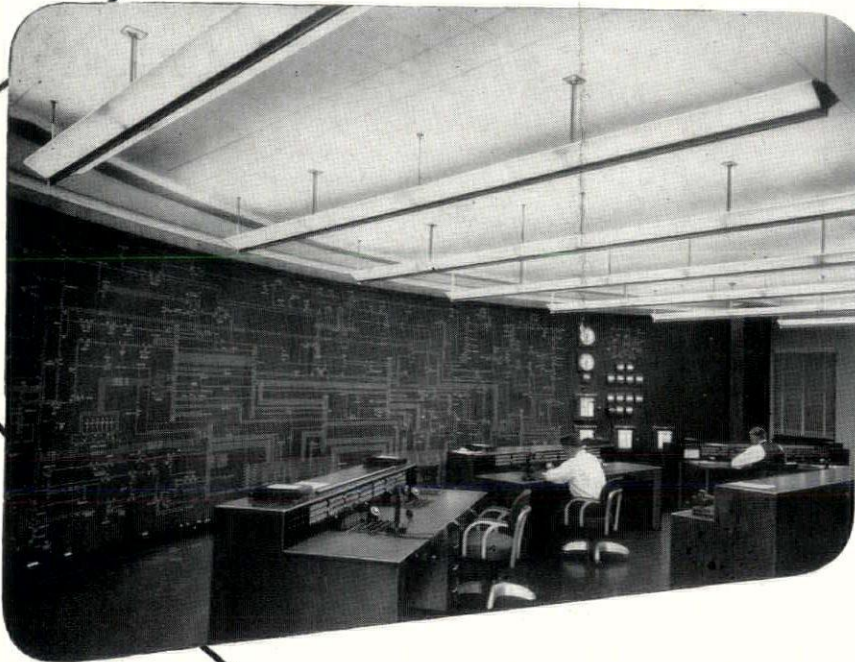
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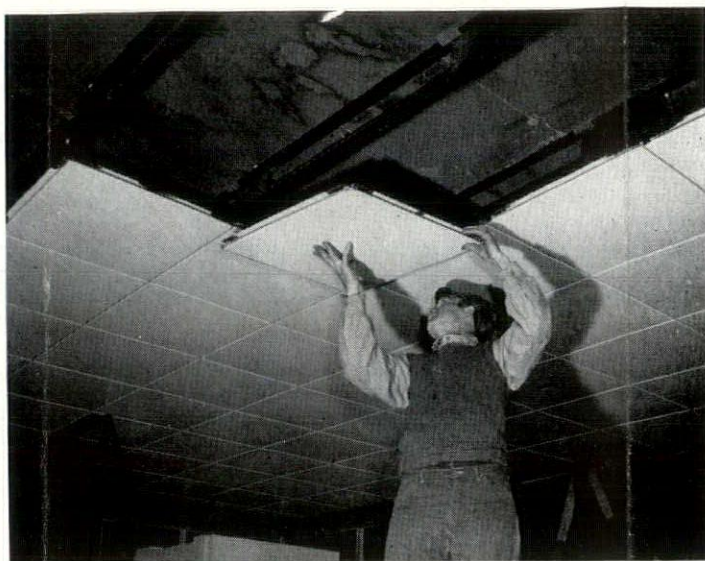
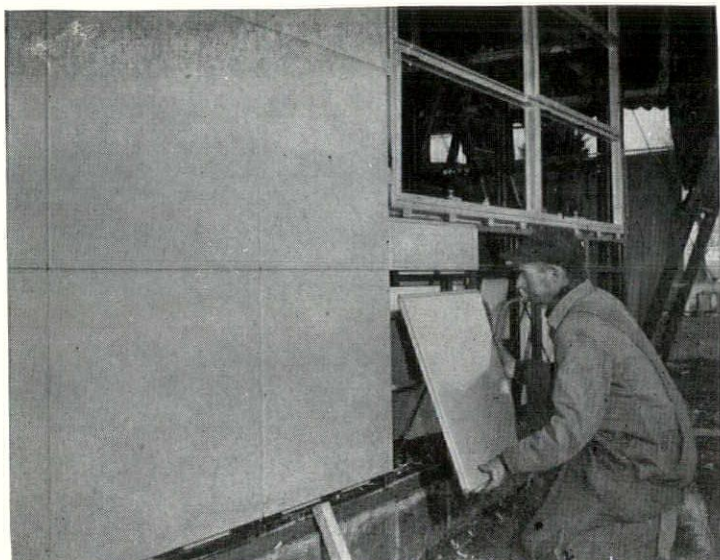


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The lighting was definitely *planned* for the electrical control room shown here. The Ainsworth fixtures each containing two 40-watt lamps produce a general illumination of 35-40 fc. Contrast values along the ceiling are much less than the maximum 10 to 1 recommended for glare-free vision. Auxiliary lighting on the control board is provided by a row of Holophane counter lights recessed in the ceiling.

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vided immediately above the porcelain enameled ceiling panels, the upper part of which is heavily insulated. In this chamber the circulation of hot air takes place. Into this chamber hot air is forced and properly circulated over the entire ceiling area by a system of baffles to assure uniform circulation. A small portion of this heat is directed into the chambers formed by the inside and outside panels of the exterior walls and is recirculated. The purpose of circulating air in these wall chambers is two-fold: (1) The circulation of air through these insulated chambers prevents the exterior walls from becoming cold. (2) Should condensation develop on the structural members or on the outside panels of the Lustron house, this constantly circulated and heated air eliminates this condition. Porcelain enamel on steel has been found ideal for hot air radiant heating because of its natural qualities of reacting quickly to temperature changes. In other words, porcelain enameled steel will heat and cool faster than mass construction materials such as concrete, plaster, etc. Since porcelain enamel is fused on steel at temperatures ranging from 1300 to 1600 degrees Fahrenheit and is made of mineral materials, it will not deteriorate when subjected to constant heating or changes in temperature.

Floors of the Lustron home will be covered with asphalt tile.

B & T 55th Annual

Architects and others in the building industry are gathering at the Book-Cadillac Hotel in Detroit on Jan. 21 for the 55th Annual Banquet of the Builders' and Traders' Exchange, of Detroit. Reservations must be made in advance, through the Exchange, 439 Penobscot Building, telephone RAndolph 5-500.

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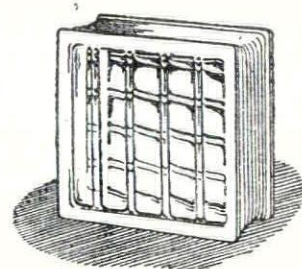
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Above is a view of exterior of the Lustron prefab house. On facing pages are views of interiors, under construction and the finished product.

Prefab—From Page 1

heating, is used in the Lustron house. Hot air radiant heating owes its efficiency to the fact that it allows the heat to be distributed over larger areas and at lower temperatures than when conventional heating methods are employed. With properly radiated heat every object in the room is warmed to approximately the same temperature. Radiant heated houses require less cleaning because there are no dirt deposits which usually develop when hot air is introduced directly into the house. Other methods of radiant heating are the circulation of hot water through copper or wrought iron pipes which are imbedded either in the cement of the floor or the plaster of the ceiling or walls. This system, because of the mass of materials, requires higher temperatures and more time to heat to proper temperatures before any radiation can start. In the Lustron house a chamber several inches in depth and the size of the entire house is pro-

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The Seventh International Heating and Ventilating Exposition, under the auspices of The American Society of Heating and Ventilating Engineers, will be held at Lakeside Hall, Cleveland, Ohio, January 27 to 31, 1947. James R. Edmunds, Jr., FAIA, President of The American Institute of Architects, member of the Advisory Committee for the Exposition, invites architects interested to attend.

Mr. Franklin G. Scott, President of the Cleveland Chapter, AIA, will provide tickets of admission for those desiring them. In his invitation. Mr. Scott states:

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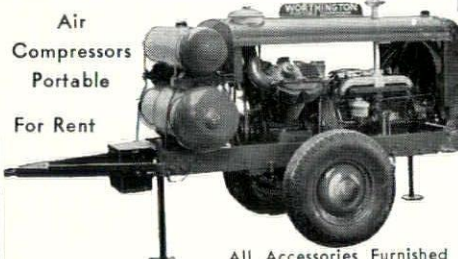
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Subject: FHA Rental Housing Conference

In view of the tremendous need and nation-wide interest in the development of rental housing facilities for Veterans of World War II, as a result of the President's statement regarding the Housing Program for 1947, a conference of representatives of financial institutions and the building industry will be held in the Ballroom of the Statler Hotel, Detroit, Michigan, Monday, January 20, 1947, at 7:30 p.m.

This conference is being sponsored by the Construction Industry Council and is being held in connection with a State-wide movement to encourage the construction of rental projects under the FHA plan of financing as provided by the Veterans Emergency Housing Act, 1946.

A full explanation of the details of the program as well as an open discussion of the latest changes in FHA regulations and procedure will be conducted by representatives of this office.

There is, in this new Housing Program for 1947, a definite part for you, and we hope that you and your associates will attend this important conference.

Very truly yours,
GEORGE W. ZINKY,
State Director.

Dise Is Architect of Month

J. Ivan Dise has been named as the ninth local architect to be honored in the "Architect of the Month" series of designs especially prepared for Kern's Civic Center for Home Planners, ninth floor of the Ernst Kern Co.

"In designing a small house, economy in the use of space as well as material must of necessity be the keynote," Dise said of his design. "We have therefore planned this house in an effort to provide a maximum of usable space in a minimum of area, using materials which are substantial and of good design, yet not too costly."

Chapter Dinner

Jan. 23, 1947

This is a last-minute reminder of the Detroit Chapter, AIA, dinner meeting at the Rackham Building, Detroit, Jan. 23. Cards for reservations are in the hands of members and they are asked to observe the deadline of 9:00 a. m. of the day BEFORE the dinner—not the morning of the 23rd. Telephone reservations or minor changes can be accepted only if in accordance with these rules set down by the management of The Engineering Society of Detroit.

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Bill is well qualified in this field, having served many years with Armored Floors, and Master Builders Co. From 1939 to 1946 he was manager of the latter's

Detroit office. He has been active in the Producers' Council of Michigan, as Treasurer, Vice-President and President.

In April, 1943, he became Lt. (j. g.) U. S. N. R., and was promoted to Lieutenant in 1944, serving until January, 1946. He was attached to a joint Army-Navy Command, on Coastal Defense, his activities being on radar, underwater detonation, anti-submarine patrol and minesweeping. A year of this duty in the U. S. was followed by similar service for another year in the European Theatre, operating out of Le Havre, France. Upon his return to this country, he was stationed at Norfolk, Va., as Maintenance Officer.

Bill's many friends will wish him every success in his new business.

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Volume 21

DETROIT, MICHIGAN, JANUARY 28, 1947

No. 4

GRAND RAPIDS TO HAVE BOTH A.I.A. AND M. S. A. CONVENTIONS THIS YEAR

Society Convention, March 7 and 8 — Institute, April 29-30 and May 1

Grand Rapids architects are particularly fortunate in this year of 1947, as they will be favored with both the State Society Convention and that of The American Institute of Architects—at least we hope they consider it that way. The Society Convention will be at the Morton House on March 7 and 8, while the Institute will convene at the Pantlind, April 29, 30 and May 1.

An organizational meeting of the M. S. A. Convention Committee was held in Grand Rapids on January 15, attended by Roger Allen, Talmage Hughes, James Haveman, Carl Rudine, Paul Flanagan, Warren Rindge, Frank Ederle and Ernest King. Carl Rudine has been named as General Chairman of the Committee while Ernest King will be Chairman of the Exhibition Committee. Frank Ederle is Manager of the Builders Exposition, which will be held in Civic Auditorium the entire week of the Convention. Mr. Fred Barr has been engaged as manager of the Architectural Exhibition. He will be employed for two weeks prior to the opening.

The architects have reserved a space 12' x 50' which will contain drawings, photographs and models of recent architectural projects. A committee of local architects will serve at the booth afternoons and evenings during the Exposition. The title of the architectural show will be "The Architect in the Modern World." Some literature of an educational nature will be offered. It is expected that there will be tie-in displays at banks, department stores, hotels, etc.

The Morton House is a delightful hotel of 400 rooms, designed by Holabird and Root, of Chicago. It has complete convention facilities for a convention such as ours.

The tentative program includes a meeting of the Board of Directors at 9:00 a. m. Friday, March 7, followed by business sessions Friday morning and afternoon. The Banquet Friday evening will be preceded by a cocktail party. Saturday morning will be given over to a visit to the exhibition at the Grand Rapids Furniture Guild,

COMMITTEE CHAIRMEN SHOULD
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while Saturday afternoon will be open house at the architectural exhibition.

Arrangements are contemplated for a special car attached to the Pere Marquette streamliner, leaving Detroit at 5:15 p. m., Thursday, March 6, for the Detroit delegation.

Some producers have asked if the Society will have space available for showing products. There will be no organized activity of this kind. There may be some space at the Home Show, of which Mr. Frank Ederle is manager. His address is 200 North Ionia Ave., Grand Rapids 2; telephone, 8-1173. Another possibility is that the Hotel may have space available, either in the lobby or on the mezzanine, where all meetings of the convention will be held. A third possibility, and one that always seems to be satisfactory, is for producers to take rooms at the hotel, set up their exhibits therein and invite the architects.

It is hoped that the architectural exhibition will be kept intact for the A.I.A. Convention, perhaps supplemented by additional material, and later be sent around the state to be shown in various cities.

A. G. C. Elects

Roy E. Pickett, of Walbridge, Aldinger, Co., was elected president of Associated General Contractors of America, Detroit Chapter, at the Chapter's Thirty-first Annual Meeting, at the Detroit Athletic Club, on January 6. Other officers elected are W. R. Bryant, of Bryant & Detwiler, vice-president; H. E. Clafehn, of A. A. Albrecht Co., treasurer; Leet M. Denton, Denton Construction Co., and Boyd H. Armiger, F. H. Martin Construction Co., directors.

Ralph A. MacMullan was honored on the occasion of his Twenty-fifth Anniversary as Secretary-manager of the organization.

Summer Convention Set

The Michigan Society of Architects Mid-summer Meeting has been scheduled for July 28-29-30, at the Grand Hotel, Mackinac Island. This makes three important architectural conventions for Michigan this year: The A.I.A., M.S.A. and the Society's Summer Convention. The last named, while referred to as the "Little Convention," is in many respects the equal in interest and importance to the main event held in March.

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Architectonics

The Bulletin of the Grand Rapids Chapter
Of The American Institute of Architects.

THE OFFICERS of the Chapter for 1947, elected after terrific campaigning (Senator Ferguson is too busy with the Bilbo investigation to check up on the money spent, fortunately) are as follows:

President, Phillip Cowles Haughey, 412 Post Bldg., Battle Creek, Mich.

Vice-president, Carl C. Kressbach, 408 Wildwood Ave., Jackson, Mich.

Secretary-Treasurer, Bernard J. DeVries, 1907 Acorn St., Muskegon, Mich.

Chapter Director, Clarence H. Rosa, 111 W. Barnes Ave., Lansing, Mich.

Director to MSA, Paul E. Flanagan, 634 Lake Drive S. E., Grand Rapids, Mich.

Looking at these names and addresses reveals that the new Secretary is a nut from Acorn street and the new chapter director, licked by the housing shortage, is reduced to living in Barnes. Throw me down some hay, Clarence. The vice-president, a keen outdoors enthusiast, appropriately inhabits the Wildwood, which probably gets wilder when he casts.

AND ANOTHER thing, I notice everybody has a middle name except me. As I was meditating in my column the other night, the year I was born things were bad all over and my family did not feel they could afford to give me a middle name. It is a curious thing how few Americans have only a Christian name and a surname, with no middle name—just Benjamin Franklin, George Washington, Abraham Lincoln, Lydia Pinkham and me.

THE NEW OFFICERS are a fine group under whose guidance the Chapter should have a successful year. The meeting unanimously adopted a resolution praising the retiring officers for the fine job they turned in during 1946. The Chapter is solvent, at a new high in membership and has made progress under President Rosa.

THE JANUARY meeting will be held in Kalamazoo on Tuesday, January 21, and will be a joint meeting with the Kalamazoo Institute of Arts, to share a fine program that the Institute has already arranged. Louis Kingscott made the arrangements for the joint meeting. Dinner will be served at 6:30 p.m. in the Green room of the Civic Auditorium to Chapter members and 15 or 20 ladies and gentlemen of the KIA. Then we will proceed to the auditorium itself to hear an illustrated talk on "Today's House" by George Fred Keck, eminent Chicago architect.

Says Mr. Haughey, "Mr. Keck probably has a different viewpoint on housebuilding from one Roger Allen, so we assume he will introduce us to even different facets of the problem than were presented at our last meeting." Mr. Haughey said "facets," probably a typographical error for "faucets." Who wants to be introduced to a faucet, unless he happens to be just passing through a brewery? This fellow Haughey should think these things out.

SEND IN your return card to Herman Pratt, Box 671, Kalamazoo 99. (There we go again; Herman is living in a box. Things are tough all over, ain't they?)
—R. A.

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Government, Industry, Labor Leaders to Address A. G. C. A. Members at Convention

Looking ahead to an anticipated record breaking volume of construction activity in 1947, approximately 800 members will attend the 28th annual convention of The Associated General Contractors of America, to be held at the Stevens Hotel in Chicago from January 27-30.

Key government officials, industry and labor leaders have been scheduled to address the convention meetings. They have been selected to present the members with as wide a coverage as possible of the many diverse problems and prospects now confronting all phases of construction, including building, highways, public works, industrial and commercial construction. The speakers are:

Frank R. Creedon, National Housing Expediter.

Ralph Bradford, General Manager, Chamber of Commerce of the United States of America.

Ben Moreell, President, Turner Construction Company, New York, N. Y., formerly Chief, Bureau of Yards and Docks, U. S. Navy, who will speak on "The Post-War Obligations of the Construction Industry."

John L. Haynes, Chief, Construction Division, Office of Domestic Commerce, U. S. Department of Commerce. His subject will be "The Construction Materials Outlook for 1947."

Lt. General Raymond A. Wheeler, Chief of Engineers, U. S. Army, whose subjects will be "Building a Greater America."

Rear Admiral J. J. Manning, Chief, Bureau of Yards and Docks, U. S. Navy, whose subject will be "The Navy's Construction Program."

Richard J. Gray, President, Building and Construction Trades Department, American Federation of Labor.

Thomas H. MacDonald, Commissioner, Public Roads Administration.

Kenneth Markwell, Assistant Commissioner, Bureau of Reclamation. His subject will be "A Summary of the Reclamation Programs."

E. M. Hastings, Chief Engineer, Richmond, Fredericksburg, and Potomac Railroad, and incoming President, American Society of Civil Engineers.

W. A. Danner, Executive Vice-President, Associated Equipment Distributors.

John C. Hayes, Hayes & Hayes, Attorneys, Washington, D. C., who will speak on "Tax Considerations for Contractors."

Edward P. Palmer, Senior & Palmer, Inc., New York, N. Y., past president of the Associated General Contractors of America.

New officers will be installed by the association during the convention. Forrest W. Parrott, vice-president of the C. F. Lytle Co., Sioux City, Iowa, has been nominated to succeed Warren S. Bellows of Houston, Texas, as president, and D. W. Winkelman of the D. W. Winkelman Co.,

Syracuse, N. Y., to fill Parrott's present office of vice-president.

Both men have outstanding records in the construction industry, and have participated actively in the work of The Associated General Contractors for many years. Mr. Parrott was president of the Iowa chapter of A.G.C. in 1935, has served on the Governing Board and several national committees since 1936, and as a member of the Executive Committee for the past five years.

His company has developed construction projects in most of the middle western and southern states. During the war it participated in the military program in the states and in Alaska, including the construction of Fort Leonard Wood, Mo., and the Alaska Military Highway. It is now working on projects in Alaska for the Army, Navy, Federal Housing Administration, and the Alaska Railroad, and in the states for the U. S. Engineers and Bureau of Reclamation.

Mr. Winkelman, whose company engages in highway and heavy construction, executed many war contracts, constructing cantonments and airports, largest of

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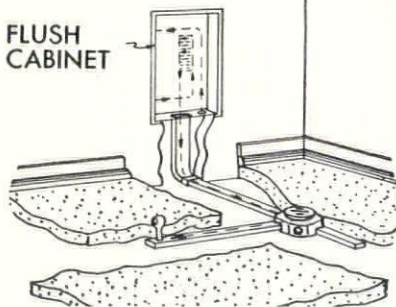
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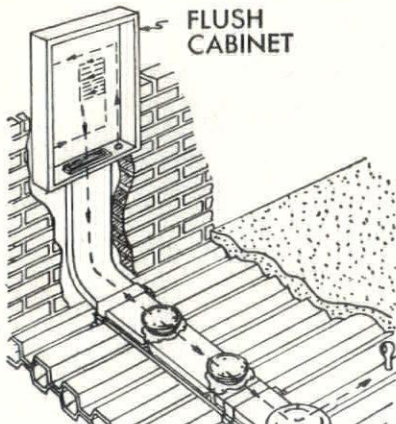
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which was the Syracuse Air Base.

He was president of the New York State Highway chapter of A. G. C. in 1941 and 1942, a member of the national association's Advisory Board in 1942 and 1943, and chairman of the Cooperative Construction Bureau Committee in 1943. He served as vice-chairman of the Highway Division in 1943 and as chairman during the next two years. He is a member of the Executive Committee, the Construction Industry Advisory Committee, and the Construction Equipment Advisory Committee.

The interest in the convention has been heightened by recent predictions of a \$20 to \$22 billion volume in construction activity during 1947 by officials of the Associated General Contractors and of the Department of Commerce. Approximately \$15 billion of this all-time record are anticipated in new construction of all types, including residential and industrial building, heavy construction and highways and airports.

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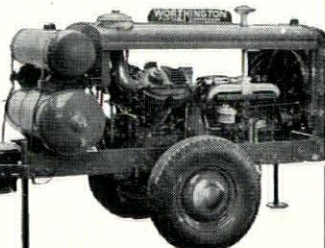
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Rogers Sees Full Production

Past production records are being equalled or exceeded in substantially all lines of building materials, according to Tyler S. Rogers, president of the Producers' Council, national organization of building product manufacturers.

"Unless production is hindered by shortages of raw materials or by strikes, new high records will be achieved in the output of all building materials and equipment during 1947," Rogers said.

"Many manufacturers will need additional plant facilities and record quantities of raw materials to keep pace with the high demands of the future.

"Increases in prices of building products since the removal of price ceilings have been surprisingly moderate, averaging only about 15 per cent, and are well below the former black market prices which ranged as high as 100 per cent over official price ceilings. Most increases in materials prices have been the result of upward adjustments in prices of standard lines, production of which was held down by inadequate ceilings which did not recognize higher raw material and wage costs.

"In many cases, these price rises are temporary, having been brought about by interrupted supplies of raw materials and component parts, uncertainty as to wage levels, low productivity of plant workers, and inexperience of new workers.

"As these abnormal conditions disappear, competition between manufacturers of alternate materials and between manufacturers of similar products will force prices down. The rise in building material prices still is less than the average rise in commodity prices.

"The winter slack in on-site construction is giving materials dealers their first chance to build up inventories, and unless strikes or raw-materials shortages interfere with production or distribution, dealers should be able to meet an enormous Spring demand for materials in the normal prewar manner.

"Relief from impractical and poorly administered governmental controls, which created black-market prices and contributed to low productivity on the part of labor, will permit lower building costs in 1947 if materials production proceeds without undue interruption.

"The construction industry plans to build a million or more new dwelling units during the year 1947, at costs which are expected to average 15 to 20 per cent below 1946 peaks. This volume of new houses at more normal value levels will undoubtedly deflate abnormally high prices for existing houses."

"Despite the increase in materials supplies, and the removal or modification of many government controls and restrictions, there remain many obstacles to the completion of maximum construction of all types during 1947," said Mr. H. F. Foreman.

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